

PROGRAM

INTERNATIONAL CONFERENCE ON TOURISM TECHNOLOGY & SYSTEMS - ICOTTSS'24

30 and 31 OCTOBER 2024


University of Madeira

Madeira, Portugal

Time Zone: (GMT) Madeira

DAY 1: WEDNESDAY 30 OF OCTOBER - 10:30 TO 19:00	
10:30 - 13:00	Session 1 - Virtual Presentation SUSTAINABLE AND GREEN TOURISM Chair: Luisa Augusto
ROOM 1 code: icotts24on	<p>25 Strategic Management Structure of an Eco-Destination <i>João Carvalho; Makhabbat Ramazanova; Luís Pacheco; Marília Durão; Sónia Nogueira</i></p> <p>62 Exploring the link between ecotourism and marine protected areas. Case of Three Bays Protected Area - Haiti <i>Ikrame Selkani</i></p> <p>131 Railway heritage attractiveness and sustainability in the tourist and cultural offer of the destination(s) <i>Eunice Lopes; Jorge Simões</i></p> <p>144 Organizational climate and its influence on organizational stress and affective well-being: evidence from hospitality employees <i>Márcia Duarte; Fátima Fernandes; Oscarina Conceição</i></p> <p>180 Sustainable Management Practices in Portuguese Hotels: A Content Analysis Approach <i>José Ferreira Fernandes; Kelly Maguire; Luís Lima Santos</i></p> <p>206 Innovation Trough Tradition in Olive Oil Tourism: A systematic literature review <i>Maria Lúcia Pato</i></p> <p>213 Does green tourism support a green economy? A systematic review and implications <i>Le Thanh Tung; Maria Carlos Lopes; Radoslaw Dolecki</i></p> <p>245 New strategies to promote Sustainable Cultural Tourism and Well- Being: Board Games, RPG and Serious Games <i>Maria Inês Pinho; Sérgio Coelho</i></p> <p>246 Smart solutions for sustainable tourism with the Internet of Things <i>Rúben Folha; António Abreu; Manuel Pérez Cota; Agostinho Pinto</i></p>
ROOM 2 code: icotts24on	Session 2 - Virtual Presentation DIGITAL TECHNOLOGY IN TOURISM Chair: Arminda Sequeira
	<p>54 Digital Use of Heritage in UAE Tourism Branding <i>Adriaan De Man; Jawaher Akram; Amal Mohammed; Sarah Pordeli</i></p> <p>110 A percepção das Comissões Vitivinícolas Regionais sobre a utilização dos canais de comunicação digital <i>Filipa Fontes; Elsa Esteves; Elisabete Paulo Morais</i></p> <p>111 O marketing digital nos empreendimentos turísticos das Terras de Trás-os-Montes <i>Mafalda Ribeiro; Elisabete Paulo Morais; Elsa Tavares Esteves</i></p> <p>117 The Influence of Digital Platforms and Influencers on the Travel Decisions of Brazilian Tourists <i>Manuel José Fonseca; Ana Fonseca; Bruno Sousa</i></p> <p>118 AI-Driven Journeys: The Adoption of Artificial Intelligence (AI) Chatbots in Tourism and Hospitality by Gen Z <i>Agostinho Sousa Pinto; António Abreu; Manuel Pérez-Cota; Jerónimo Paiva</i></p> <p>194 Digital communication: websites, dialogic principles and hotel establishments <i>Gabriela Giuliani; Adriana Oliveira</i></p>

	<p>212 Navigating Digital Transformation in Portuguese Tourism Firms: Insights and Challenges <i>Vitor Rodrigues; Zélia Breda; Gorete Dinis</i></p> <p>230 The accountants' intention of use of emergent technology <i>Amelia Silva; Albertina Monteiro; Maria José Gonçalves; Rui Bertuzi; Pedro Miranda</i></p> <p>241 Mobile Payment Systems Adoption and Acceptance in the Tourism Sector <i>Pedro Liberato; Inês Silva; Filipa Brandão; Dália Liberato</i></p> <p>w02 Digital Accessibility in Art Museum Webpages and Virtual Tours <i>Fátima Matos Silva; Emília Simão</i></p>
ROOM 3 code: icotts24on	<p>Session 3 - Virtual Presentation MARKETING OF TOURISM SERVICES Chair: Maria Inês Pinho</p> <p>55 A composite index for country brands <i>Julio Cerviño; Washington Macias; Noelia Araujo</i></p> <p>60 Determinants of satisfaction and loyalty to hotel services <i>Ana Cristina Costa; Mónica Oliveira; Teresa Pataco</i></p> <p>150 A Spatial Decision Support System to assess the Nature-based Tourism development potential in the Centro Interior region of Portugal <i>Luís Quinta-Nova</i></p> <p>164 Tourism and Hospitality in Portugal: Perspectives of Marketing Students and Graduates <i>Cristina Torres; Lurdes Babo; Isabel Vieira; Maria Antónia Rodrigues; Amélia Carvalho</i></p> <p>168 Travel Blogs as Influence Tools: Analysis of the Tourist Image of Southern Backcountry Morocco through Online Narratives <i>Zahra Boughroudi</i></p> <p>222 Digital marketing and sustainable tourism: a bibliometric analysis <i>Sara Teixeira; Zaila Oliveira; Sandrina Teixeira</i></p> <p>232 Understanding employer branding in cultural and creative tourism: an exploratory research <i>Bruno Barbosa Sousa; Vitor Cunha Silva; Francisco Gonçalves</i></p> <p>w10 Factors Affecting the Decision to Buy in E-Commerce: the Covet House case <i>Cláudia Rocha; Eusébio Costa; Agostinho Sousa Pinto; Laurentino Guimarães; Isabel Borges</i></p> <p>74 Tourist Motivation: Internal and External Factors in the Travel Decision of Brazilian Tourists <i>Ana Carolina Fonseca; Manuel José Fonseca; Bruno Miguel Sousa</i></p>

14:00 - 14:30	Registration in Rectory of University of Madeira - ICOTTSS24 Location 
14:30 - 15:00	Welcoming Remarks - Face-to-face / Virtual Presentation Chair: Dália Liberato
ROOM 1 code: icotts24on Auditorium	<p>João Vidal Carvalho, Polytechnic University of Porto & ICOTTSS'24 General Chair</p> <p>António Abreu, Polytechnic University of Porto & ICOTTSS'24 General Chair</p> <p>Mara Franco, President of the School of Technology and Management of the University of Madeira</p> <p>Manuel Moreira da Silva, President of Porto Accounting and Business School. Polytechnic University of Porto</p> <p>José Sílvio Moreira Fernandes, Rector of the University of Madeira</p>
15:00 - 16:00	Keynote Speakers presentations - Face-to-face / Virtual Presentation Chair: Dália Liberato
ROOM 1 code: icotts24on Auditorium	<p>Brian Garrod Professor of Marketing at Swansea University, where his research focuses on the tourism, hospitality and leisure industries. <i>How guests build experiences at the FlyZoo Future Hotel</i></p> <p>Rui Alexandre Castanho WSB University, Dąbrowa Górnicza, (Poland), Doctor Honoris Causa (UPCI, Lima-Peru) <i>New Trends in Sustainable Tourism in Island and Low-Density Regions: Lessons to Learn from the COVID-19 Pandemic</i></p>
16:00 - 16:30	CoffeBreak

16:30 - 19:00	Session 4 - Face-to-face / Virtual Presentation SUSTAINABILITY PRACTICES IN TOURISM SECTOR Chair: Anabela Mesquita
ROOM 1 code: icotts24on Auditorium	<p>58 Sustainable Development in an Unsustainable World: ESG as a Hotel Survival Strategy <i>Kateryna Kalynets; Nazar Hlynsky</i></p> <p>86 A Comprehensive Model for Management of Sustainable and Competitive Tourism Destinations <i>Dora Gomes; Alexandra Lavaredas; Francisco Dias; Paulo Almeida</i></p> <p>90 The Role of Sustainability in Shaping International Tourism: A Comprehensive Case Study of Spain <i>Verónica Baena; Julio Cerviño</i></p> <p>92 Exploring Sustainability Practices and Perceptions in the Hotel Industry: Evidence from Online Customer Reviews <i>Albian Albrahimi</i></p> <p>192 Sustainability practices as a marketing strategy in the hospitality sector <i>Susana Silva; Leonor Calheiros; Cândida Silva</i></p> <p>242 Evaluation of sustainability strategies in nautical tourism on the basis of the network of nautical stations in Portugal <i>Dália Liberato; Pedro Liberato; Gisela Sousa; Filipa Brandão; Teresa Mendes</i></p> <p>w08 The recreation of arts and crafts in the sustainability of inland destinations <i>Sandra Brás; Isabel Borges; Catarina Mota; Vânia Carvalho</i></p> <p>139 Tourism in natural parks: determining factors <i>Francisca Ribeiro; Alzira Marques</i></p>
ROOM 2 code: icotts24on	Session 5 - Face-to-face / Virtual Presentation MANAGEMENT IN TOURISM INDUSTRY Chair: Daniel Azevedo <p>63 Tourism Development and Economic Growth: A Bibliometric Analysis <i>Cláudia Rodrigues; Jorge Alves; Elaine Scalabrini</i></p> <p>96 Supporting Accessible, Inclusive and Intergenerational Tourism in Outdoor Recreation: A Bibliometric Analysis <i>Sofia Cardim; Elaine Scalabrini; Jessica Ferreira; Paula Odete Fernandes; Roberto Vaz</i></p> <p>102 How artificial intelligence is impacting hotel management? <i>Conceição Gomes; Filipa Campos; Luís Lima Santos; Cátia Malheiros</i></p> <p>155 The Contribution of Technology to Develop a More Accessible and Inclusive Tourism <i>Teresa Felgueira; Teresa Paiva; Catarina Alves</i></p> <p>166 Career expectations and internships in hospitality and tourism - a bibliometric analysis <i>Tiago Silva; Conceição Gomes; Maria Lopes; Sofia Eurico</i></p> <p>173 The Potential of the Eco-Schools Program in Education and Tourism <i>Isabel de Lurdes Pereira do Cabo; Nuno Romeu Sequeira; Eduardo Jorge Milhões Fernandes Pinheiro; Miguel Mota; Cátia Liliana Pimenta Valéria; Isabel Maria Vitor Vieira Andrade</i></p> <p>w05 Metaverse in Tourism: A Bibliometric Analysis <i>Margarida Rodrigues; Nayra Martins; Ana Pinto Borges; Cidália de Oliveira; Rui Silva</i></p> <p>w06 Tourism as a local development factor in Fafe <i>Catarina Mota; José Braga; Margarida Rodrigues; Isabel Borges; Sandra Brás</i></p>
ROOM 3 code: icotts24on	Session 6 - Virtual Presentation CULTURAL TOURISM Chair: Mikel Ugando Penate <p>47 Exploring the Dynamics of Cultural Tourism in Ecuador: Opportunities, Challenges, and Sustainable Development <i>René Josué Jervis-Vera; Alexaner Isaac Vásconez-Pólit; Ana Alvarez-Sánchez</i></p> <p>65 How suitable is the Historic Downtown of Juarez, Mexico for Walking Tourism? <i>Aida-Yaira Reyes-Escalante; Diego-Adiel Sandoval-Chávez; Carlos-Jesús González-Macias; Carlos Vidrio-Cobos; Ana-María Valero-Quezada</i></p> <p>68 Heritage and New Cultural Tourists: Profiling Visitors to the Historic Centre of Santarém <i>Rui Carvalho</i></p> <p>70 Impactos negativos socioculturales del turismo: Validación de criterios a través de la percepción comunitaria anfitriona <i>Marcia Ivonne Lara Silva; Luz Andrea Rodríguez Rojas; Joao Vidal de Carvalho</i></p> <p>93 ICTs in the development of community tourism products: an smart ecosystem proposal <i>Ana Janset Pedrosa Aparicio; Melissa Caridad Sánchez Llabona; Elizabeth Castro Solís; Víctor R. Oliva Aguilar</i></p> <p>112 Indicators for the Recognition of an Ancestral Gastronomic Dish: A Delphi Approach <i>Mariuxi Bruzza; Lizandro Molina; Carlos Piguave; Amparo Cabrera</i></p>

	<p>149 Análisis de la eficiencia en hospitalidad y el papel de la magia en los Pueblos Mágicos de México <i>Carmen Lozano; Hazael Cerón-Monroy; Martin Flegl</i></p> <p>w01 Developing the Sabores Mineiros Route: A Framework for Gastronomic Tourism in Minas Gerais, Brazil <i>Alexandra M. Pereira; Fabiana Eulalia Queiroz</i></p>
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DAY 2: THURSDAY 31 OF OCTOBER - 08:30 TO 23:00	
08:30 - 10:30	Session 7 - Face-to-face / Virtual Presentation EXPERIENTIAL TOURISM Chair: Ana Branca Carvalho
<p>ROOM 1 code: icotts24on</p> <p>Auditorium</p>	<p>34 Retirement Oasis: Exploring Vilcabamba's Appeal in the Global Tourism Landscape <i>Pascual García-Macías; Edison Javier Castillo-Pinta; Diego Ochoa-Jiménez</i></p> <p>72 Visitors' Space-time behaviour at Parque Biológico de Vinhais <i>Isabel Rodrigues; Márcio Martins; Elsa Esteves</i></p> <p>146 Improving visitor experience in cultural tourism through a virtual reality tour <i>Victoria Apajalahti; Célia Rafael; Maria Sofia Lopes; Ana Pires</i></p> <p>182 Senior tourists in the Azores: a cluster segmentation analysis by activities experienced in the destination <i>Teresa Medeiros; Osvado Dias Silva; Joaquim Ferreira; Carlos Santos</i></p> <p>215 Therapeutic Tourism - Health and Well-Being: Potential, Interfaces, and Singularities of Thermal Springs in Brazil and Portugal <i>Flaviano Oliveira FôNSECA; Fernanda A. Ferreira; Daniela Meneses</i></p> <p>216 Challenges in implementing AI tools for experience co-creation in tourism <i>Mara Franco; António Almeida</i></p> <p>231 Exploring Digital Marketing Strategies in Portugal's Tourism Sector: The Living Tours Experience <i>Cláudia Candelária; Jorge Remondes; Sandrina Teixeira; Ana Lima</i></p>
<p>ROOM 2 code: icotts24on</p>	<p>Session 8 - Face-to-face / Virtual Presentation SOCIAL NETWORKS IN TOURISM INDUSTRY Chair: Helena Oliveira</p>
<p>ROOM 3 code: icotts24on</p>	<p>41 Tourist Preferences in Latin America <i>Eleonora Santos; Milena Carvalho; Susana Martins; Ana Branca Carvalho; Maria João Castro; Anabela Mesquita; Paulino Silva</i></p> <p>75 Ratings on Booking.com and TripAdvisor: An Exploratory Analysis <i>Emiliya Tamashevich; Nuno Moutinho; Elaine Scalabrini</i></p> <p>103 Instagrammers' attributes and purchase intention: The mediating role of consumer perceptions <i>Ana Isabel Moniz; Raquel Ponte; Osvado Silva</i></p> <p>121 Young adults' concerns about online privacy on social networks <i>Ana Margarida Melo dos Santos; Maria João Castro; António Abreu; Milena Carvalho; Susana Martins</i></p> <p>193 Instagram's Role in Driving Outdoor Tourism <i>Jessica Ferreira; Sofia Cardim; Elaine Scalabrini; Roberto Ivo Vaz; Paula Odete Fernandes</i></p> <p>196 Initial Strategies and Requirements Definition in the Development of Massive Open Online Courses: "Educação ON" Project <i>Daniel Azevedo; Nuno Romeu Sequeira; Pedro Antunes Lopes; Manuela D. dos S. Almeida Guedes; Carlos Lopes</i></p> <p>211 Official websites as digital tools to promote tourism destinations: The case of "VisitMadeira" <i>Ana Ferreira; Cândida Silva; Susana Silva</i></p> <p>243 Sustainable practices and performance indicators in luxury hotels <i>Dália Liberato; Elga Costa; Daniela Saraiva; Filipa Brandão; Pedro Liberato; Cristina Rodrigues</i></p>
<p>ROOM 3 code: icotts24on</p>	<p>Session 9 - Virtual Presentation SOCIAL MEDIA TOURISM Chair: Luciana Oliveira</p>
<p>ROOM 3 code: icotts24on</p>	<p>184 The impact of social media on homebuying behaviour in Georgia <i>Anjelika Arutinova; Ana Gogichadze; Manuel Fonseca; Nuno A. Ribeiro; Paula Odete Fernandes</i></p> <p>40 The impact of social networks on cultural and religious tourism: the case of the Tibães Monastery (Portugal) <i>Cátia Faria Ribeiro; Jorge Pacheco; Bruno Barbosa Sousa; Victor Figueira</i></p> <p>44 Analysing the social perception of the WSL Portugal Pro as a surf tourism catalyst for Peniche <i>Diego Santos; João Emanuel Gonçalves Santos Costa</i></p>


	<p>78 Motivaciones y experiencias de los turistas de surf en Peniche: Un análisis sociológico del comportamiento turístico <i>Diego Santos</i></p> <p>91 To use or not to use? Instagram usage to promote destinations <i>Rúben Pinhal; Ana Estima; Paulo Duarte</i></p> <p>126 Internal Marketing: The impact of the COVID-19 pandemic on tourist accommodation's internal marketing strategies <i>Susana Silva; Inês Fonseca; Joaquim Ribeiro; Teresa Pataco</i></p> <p>128 Social Tourism: A bibliometric analysis <i>Conceição Castro; Teresa Dieguez</i></p> <p>132 Converting Online Traffic into Tourist Traffic: A Literature Review on How to Market Tourist Destinations with Instagram Content <i>Nikita Alexandrovich Kinzin; Maria José Angélico Gonçalves</i></p> <p>176 The Use of Social Media Advertising on Music Festivals: A Systematic Literature Review <i>Lara Mendes Bacalhau; Margarida Domingues; Mariana Zhu; Joana Neves; Miguel Cachulo Pereira</i></p>
10:30 - 11:00	<i>coffeeBreak</i>
11:00 - 13:00	<p>Session 10 - Face-to-face / Virtual Presentation TOURISM MARKETING MANAGEMENT Chair: Milena Carvalho</p>
<p>ROOM 1 code: icotts24on Auditorium</p>	<p>39 Physical or online travel agencies? Exploring consumer preferences of Portuguese travelers <i>Gorete Dinis; Zélia Breda; Joana Matos</i></p> <p>67 Innovative Destination Marketing using Collaborative Events <i>Andre Calitz; Margaret Cullen</i></p> <p>89 Participatory Place Branding: The Residents' View: a Case of Port Elizabeth, South Africa <i>Margaret Cullen; Andre Calitz; Bianca Reichelt; MC du Plessis</i></p> <p>151 Application of marketing in adventure activities <i>Mauricio Carvache-Franco; Wilmer Carvache-Franco; Evelyn García-Vera; Federico Moran-Morales</i></p> <p>185 The quality of services as a factor in satisfaction and loyalty to a hotel <i>Adriano Costa; Joaquim Antunes; Gonçalo Fernandes</i></p> <p>217 Destination image, personality and satisfaction: the case of the Azores <i>Inês Veiga Pereira; Joana Araújo</i></p> <p>238 The influence of music and sound branding on consumer purchasing behaviour in retail environments: a case study of the city of Medellín as a tourist destination <i>John Caderón; Mateo Prieto; Lina Sepulveda; Alejandro Peña; Joao Vidal Carvalho</i></p>
<p>ROOM 2 code: icotts24on</p>	<p>Session 11 - Face-to-face / Virtual Presentation ICT IN THE COMPETITIVENESS OF TOURISM Chair: Sandro Carvalho</p> <p>64 Blockchain-based digital vouchers as a key driver for Japanese regional tourism <i>Mathieu Ducroux; Giovanni Franzese; Masumi Hamahira; Makoto Nakakita; Teruo Nakatsuma; Alessio Paganì; Wakuo Saito; Tomoki Toyabe;</i></p> <p>130 Technological innovation in the Ecuadorian tourism sector determined with artificial intelligence <i>Mikel Ugando Peñate; Diego A. Salazar Duque; Reinaldo Armas Herrera; Angel Alexander Higuerey Gómez; Ángel Ramón Sabando García; Elvia Rosalía Inga Llanez; Pierina D'Elia Di Michele; Byron Vinicio Lima Rojas</i></p> <p>157 Cybersecurity Risks and Legislation in Tourism Sector <i>Sandro Carvalho; Adriana Macedo; Sérgio Lopes; João Vidal Carvalho; Maria João Fernandes; Carlos Sá; José Manuel Oliveira; João Carlos Silva; Paulo Teixeira</i></p> <p>174 Development of a Platform for Relationships and Distance Learning with the Stakeholders of a HEI <i>Daniel Azevedo; Pedro Lopes; Manuela Damiana dos Santos Almeida Guedes; Romeu Sequeira; Carlos Lopes</i></p> <p>175 Requirements for information technologies in accessible tourism: A perspective from people with special needs <i>Leonor Teixeira; Pedro Teixeira; Celeste Eusébio</i></p> <p>233 Gamified Heritage in Portugal: case studies analysis <i>Célio G. Marques; Tatiana Barradas; Inês Araújo; João Paulo Pedro; Cláudia Pires da Silva; Andreia Nogueira</i></p> <p>w04 Information management in tourism organisations <i>Rui Silva; Margarida Rodrigues; Isabel Sousa; Carina Meireles</i></p>

<p>ROOM 3 code: icotts24on</p>	<p>Session 12 - Virtual Presentation SUSTAINABLE AND GREEN TOURISM Chair: Maria Carlos Lopes</p> <p>42 International volunteering and regional development. The preliminary study on the management of tourists destinations <i>Ricardo Pacheco Coutinho; Bruno Barbosa Sousa; Rossana Santos; Vasco Ribeiro Santos</i></p> <p>46 Ancestral gastronomic knowledge, a key to boost tourism in Ecuador <i>Alisson Espinosa Rueda; Ana Álvarez Sánchez; Alexis Suárez del Villar – Labastida</i></p> <p>50 Sustainable tourism in Cotacachi Canton, Ecuador <i>Camila Teran; Ana Álvarez; Nicole Revelo; Alexis Suárez del Villar-Labastida</i></p> <p>95 Mitigating Seasonal Impact: Exploring Approaches at Douro Museum <i>Didiana Fernandes; Isabel Vieira; Fernando Cardoso; Ana Rodrigues</i></p> <p>119 Rural Coffee Tourism and Sustainable Local Development: Perceptions of the Inhabitants of San Antonio de las Aradas Parish <i>Luis Alfonso Rojas Ojeda; Alex-Paúl Ludeña-Reyes</i></p> <p>172 Innovative activities and sustainability-oriented innovation in companies in the accommodation and restaurant sector. A study from Colombia <i>Orly Carvache-Franco</i></p> <p>w03 Sustainability and accessibility at music festivals: the Vodafone Paredes de Coura Festival <i>Fátima Matos Silva; Ana Matilde Castro</i></p>
<p>13:00 - 14:00</p>	<p><i>Lunch</i></p>
<p>14:00 - 16:30</p>	<p>Session 13 - Face-to-face / Virtual Presentation STRATEGIC DEVELOPMENT IN TOURISM SECTOR Chair: Agostinho Sousa Pinto</p>
<p>ROOM 1 code: icotts24on Auditorium</p>	<p>82 Reassessing Master's Program Dropouts in Tourism: Is the labour market failing to compensate for the effort? <i>Joana Fernandes; Salete Esteves</i></p> <p>84 Retention Practices in the Hospitality Industry: A Portuguese Exploratory Study <i>Dora Martins; Debora Borges; Susana Silva</i></p> <p>94 Residents' perception of tourism development: a perspective from a low-density territory <i>Márcio Ribeiro Martins; Catarina Antónia Martins; Jorge Alves</i></p> <p>138 PsyCap and Self-Leadership in Tourism Organizations <i>Sandra Teixeira</i></p> <p>145 Strategic Drivers of Global Tourism Development: A Logistic Regression Approach to the Travel & Tourism Development Index (TTDI) <i>Alcina Nunes; Jéssica Alves; Luis Vaz</i></p> <p>153 Gazelle companies in the Ecuadorian tourism sector in the period 2015-2022 <i>Angel Alexander Higuerey Gómez; Reinaldo Armas Herrera; Pierina D'Elia Di Michele; Elvia Rosalia Inga Llanez; Mikel Ugando Peñate; Ángel Ramón Sabando García; Byron Vinicio Lima Rojas</i></p> <p>181 Assessing Heat Mitigation Strategies in Mediterranean Cities: A Methodological Framework <i>Ana Maria Caldeira; Susana Silva; Rui Ferreira de Figueiredo; Lúcio Cunha; Albano Figueiredo</i></p> <p>w09 The attractiveness of low-density territories in boosting female local businesses <i>Sandra Brás; Isabel Borges; Catarina Mota</i></p>
<p>ROOM 2 code: icotts24on</p>	<p>Session 14 - Face-to-face / Virtual Presentation RESEARCH IN TOURISM Chair: Eusebio Costa</p> <p>33 From Settlement to Movement: Understanding Perpetual Tourism among Retirees in Mazatlán <i>Edison Javier Castillo-Pinta; Pascual García-Macías; Freddy Gomez Correa</i></p> <p>105 Rural areas, digital nomads and labour and recreational reconfigurations. Exploratory study of coworks in inland central Portugal <i>Gonçalo Fernandes; Vitor Roque</i></p> <p>106 Misalignment in Consumption Practices in Hiking Tourism: A Qualitative Study in Northern Portugal <i>Ronan Torres Quintão; Luisa Lopes; Lara Santos; Salete Esteves</i></p> <p>115 TOURWISE Project: The Potential of Incentive Strategies on Tourists' Space-time Behaviour in Urban Destinations <i>Márcio Martins; Rui Costa; Ricardo Correia; Adriano Costa</i></p>

	<p>123 Diaspora as Tourism Ambassadors: The Case of the Portuguese in Hungary <i>Mariana Oliveira; Goretti Silva</i></p> <p>167 Senior woman tourists' characteristics and concerns <i>Oswaldo Silva; Licínio Tomás; Teresa Medeiros; Ana Isabel Moniz</i></p> <p>227 A preliminary perspective on motivations in literary tourism: an exploratory study in Northern Portugal <i>Bruno Barbosa Sousa; Pedro Liberato; Carina Pereira; Cristina Lourenço Rodrigues; Adriano Costa; Alexandra Malheiro; Pedro Carvalho; Elsa Esteves; Dália Liberato</i></p> <p>239 PANAS-HMM: A Psychometric model for configuring risk parameters in the protection of activities in tourism sector <i>Alejandro Peña; Sepúlveda Lina; Juan David González; Joao Vidal Carvalho; Antonio Abreu</i></p>
ROOM 3 code: icotts24on	<p>Session 15 - Virtual Presentation MANAGEMENT IN TOURISM INDUSTRY Chair: Inês Braga</p> <p>77 El perfil del visitante y sus implicaciones para la gestión turística en destinos emergentes <i>Tania-Jackeline Ochoa-Ochoa; Ana Patricia Armijos Maurad; Alex-Paúl Ludeña-Reyes</i></p> <p>85 Talent management vs. tourism and hospitality business: A bibliometric analysis <i>Maria do Rosário Mira; Vânia Costa; Sara Pereira Campinho; Raquel Pereira; Andreia Moura; Susana Silva</i></p> <p>114 Tax Knowledge and Communication in Local Governance: Evidence from Four Portuguese Municipalities <i>Laurentina Vareiro; Soraia Gonçalves; Eva Miranda; Raquel Mendes</i></p> <p>122 The Impact of the Russia-Ukraine War on Food Stock Markets Supporting Neighbouring Tourism <i>Inês Rodrigues; Luís Gomes; Cláudia Pereira</i></p> <p>134 Municipal tourist tax regulations: A Portuguese comparative analysis <i>Laurentina Vareiro; Soraia Gonçalves; Eva Miranda; Raquel Mendes</i></p> <p>171 La influencia de la aplicación de acciones de responsabilidad social empresarial de las agencias de viaje peruanas en la toma de decisión de compra de los vacacionistas limeños <i>Ximena Hikari Flores; Lesly Sarela Galarza; Walter Vizarreta; Brendali Carrillo</i></p> <p>204 A Bibliometric Analysis of Regional Tourism Planning: Evolution, Key Contributors, and Future Directions <i>Daniela Meneses; Carlos Costa; Fernanda A. Ferreira; Celeste Eusébio</i></p> <p>210 Actions to improve internal communication: the case of the Beta company <i>Marta Sousa; Adriana Oliveira; Anabela Mesquita</i></p> <p>218 Motivational Perceptions and Key Factors in Hospitality Employees: a Quali-Quanti Study <i>Rafael Brandão; Elvira Vieira; Ana Pinto Borges; Bruno Miguel Vieira</i></p>
16:30 - 17:00	<i>CoffeBreak</i>
17:00 - 19:00	<p>Session 16 - Face-to-face / Virtual Presentation DATA & COMUNICACION IN TOURISM SECTOR Chair: Maria João Castro</p>
ROOM 1 code: icotts24on Auditorium	<p>116 The Interdependence of Visitors' Information Sources and Activities Performed in Protected Areas: A Perspective from Portugal and Croatia <i>Márcio Martins; Salete Esteves; Tihana Radovic</i></p> <p>156 How information can help establish a more accessible tourism: The view of supply agents <i>Celeste Eusébio; Leonor Teixeira; Pedro Teixeira; Elisabeth Kastenholtz; Maria João Carneiro</i></p> <p>183 A Panel Data Analysis of the RevPAR Determinants: A Regional Approach <i>Alcina Nunes</i></p> <p>190 Uncovering the images of destinations with different tourism development levels through a user-generated content analysis: Insight from Central Portugal <i>Maria João Carneiro; Celeste Eusébio; Elisabeth Kastenholtz; Ana Rita Fachada</i></p> <p>205 Quando as Narrativas dos Destinos promovem a intenção de visita <i>Luísa Augusto; Sara Santos; Sónia Ferreira; Pedro Espírito Santo</i></p> <p>214 Wellness: Innovating Products and Effective Communication Strategies in Tourism <i>Paola Palomino-Flores; Olenka Palomino-Flores; David Paul</i></p> <p>219 Relying on traditional sources of information: maybe not a problem for the old destinations! <i>Antonio de Almeida; Mara Franco</i></p> <p>w07 Data protection in the metaverse applied to the tourism sector: an exploratory literature review study <i>Sandra Brás; Inês Ferreira; Rosa Martins; Estrela Paulo; Ana Camões; Cindy Vaz; Margarida Rodrigues; Carina Meireles</i></p>

<p>ROOM 2 code: icotts24on</p>	<p>Session 17 - Face-to-face / Virtual Presentation FOOD AND WINE TOURISM Chair: Sandrina Teixeira</p> <p>169 Segmenting visitors of wine routes based on information search behavior - insights from Portugal <i>Elisabeth Kastenholz; Maria Joao Carneiro; Celeste Eusébio</i></p> <p>186 Is slow food tourism a thing? - an exploratory study <i>Eunice Duarte; Marco Martins</i></p> <p>187 Knowledge sources and innovation in accommodation, restaurant and food service companies. A study from Colombia <i>Orly Carvache-Franco; Mauricio Carvache-Franco; Wilmer Carvache-Franco</i></p> <p>240 Corporate social responsibility and quality leadership in food industry <i>Fernanda A. Ferreira; Flávio Ferreira; Adriana M. Santos</i></p> <p>244 Islanders' Views on Rural Tourism Stakeholders and Regional Benefits After COVID-19: A Study of the Azores and Croatian Archipelago <i>Rui Alexandre Castanho; Anica Cuka; Ante Blaće; Ana Loures; Gualter Couto</i></p> <p>71 The smart tourism experience in the context of accommodation in properties with heritage value <i>Pedro Vaz Serra; Cláudia Seabra; Ana Caldeira</i></p> <p>w11 Innovate Douro: Wine, Gastronomy and Tourism <i>Daniel Azevedo; Miguel Mota; Maria Carlos Lopes</i></p>
<p>ROOM 3 code: icotts24on</p>	<p>Session 18 - Virtual Presentation SMART TOURISM Chair: Adriana Oliveira</p> <p>81 Integración de Tecnologías en Agencias de Viajes para Obtener el Sello DTI en Bucaramanga, Colombia <i>Andrea Paola Gamboa Cardenas; Carlos Manuel Diaz Soto</i></p> <p>125 Location-Based AR Application in Tourism: A Case Study of SmarTravel <i>Hüseyin Bahtiyar; Eda Yüksel; Turgut Türkmen; Şuayb Talha Özçelik; Berke Güneş; Meltem Turhan Yöndem</i></p> <p>127 Virtual reality to support booking accommodation: Identification of contributions, strategies and opportunities in the literature <i>Márcia Vaz; Mário Vairinhos; Paula Odete Fernandes</i></p> <p>133 Strengthening Cyber Security: An Ethical Hacking Approach to Detect Vulnerabilities in an Institutional Wireless Network <i>Núñez López Shirley de los Angeles; Torres Abril Paulo César; Diana Margarita Garces Moncayo; Marlon Antonio Santamaria Villacis; Mauricio Xavier López Flores; Edwin Omar Portero Jijón</i></p> <p>136 Implications of Servicescape on Health and Wellness Tourism in 4-star Hotels <i>Ângela Nascimento; Anabela Elias; Carla Bento</i></p> <p>189 From Artificial Intelligence to Sustainability: Singapore's Role in Smart City Development <i>Juan Carlos Armijos</i></p> <p>202 Tourist APP for Promoting the City of Porto <i>Cândida Silva; Mónica Oliveira; Cátia Lopes</i></p> <p>207 In tourism – Artificial intelligence, robot or human being? What do I prefer? <i>Manuel Au-Yong-Oliveira; Matilde Macedo; Ana Palma-Moreira; Theodoros Grassos</i></p> <p>129 Impacto de variables sociodemográficas en la elección de atractivos turísticos urbanos aplicando la teoría de Plog <i>María Gabriela Suasnavas-Rodríguez; Verónica Mora-Jácome; Clara Gonzaga-Vallejo</i></p>
<p>20:00 - 23:00</p>	<p>Gala Dinner - Design Centre Nini Andrade Silva </p>

DAY 3: FRIDAY 1 OF NOVEMBER - 08:30 TO 14:30

<p>08:30 - 14:30</p>		<p>Social Program - Madeira Island Tour</p>
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